Please Direct All Correspondence to Customer Number **20995****AMENDMENT / RESPONSE TRANSMITTAL**

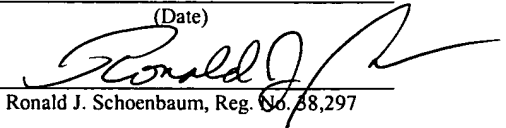
Applicants : Jacobi, et al.
 App. No : 09/850,263
 Filed : May 7, 2001
 For : PERSONALIZED
 RECOMMENDATIONS OF ITEMS
 REPRESENTED WITHIN A
 DATABASE
 Examiner : Donald Champagne
 Art Unit : 3622

CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

February 15, 2005

(Date)


 Ronald J. Schoenbaum, Reg. No. 68,297
Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Amendment in 13 pages; and
- (X) A return prepaid postcard.

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Total Claims	52 - 60 = 0	1202 (\$50)	0 x 50 =	\$ 0
Independent Claims	6 - 6 = 0	1201 (\$200)	0 x 200 =	\$ 0
			TOTAL FEE DUE	\$ 0

Docket No.: AMAZON.008C1

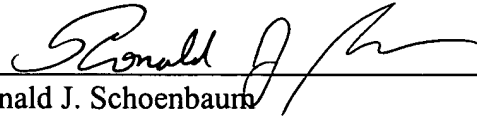
February 15, 2005

App. No.: 09/850,263

Page 2 of 2

Please Direct All Correspondence to Customer Number 20995

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Ronald J. Schoenbaum

Registration No. 38,297

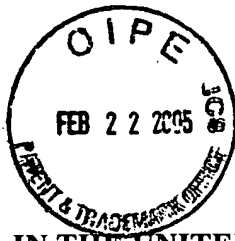
Attorney of Record

Customer No. 20,995

(949) 760-0404

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021505

AMAZON.008C1



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	Jacobi, et. al.)	Group Art Unit 3622
)	
Appl. No.	:	09/850,263)	Confirmation No. 1552
)	
Filed	:	May 7, 2001)	
)	
For	:	Personalized Recommendations)	
		of Items Represented Within a)	
		Database)	
)	
Examiner	:	Donald Champagne)	
)	

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed on January 31, 2005, please reconsider the above-referenced application in view of the following amendments and remarks.